

fashion calendar 1961

File
April 17, 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 14, 1961</u>			
Thursday April 13 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "Shapes and Shades"--Fall-Winter, 1961 fabrics. Curator Design Laboratory, Brooklyn, Museum. Co-chmn.: Margaret Markley and Conoldine Burnett. Prices: \$8.00 (members), \$10.00 (guests). Exhibit from 10:00 A.M. to 3:00 P.M.; admission \$1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday April 13 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON Richard Cole's Spring-Summer collection, available at "Miss Bergdorf." Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Beginning Thursday April 13- April 29	EXHIBIT: "DOLLS THAT WORK FOR A LIVING" "Ladies of History"--authentically dressed "minikins" from ancient times until today. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
April 14	ELIZABETH ARDEN'S RELEASE DATE--Spring Lingerie collection (No Show).		
April 14	MACY'S RELEASE DATE--"Spandex" corset fashions (No Show).		
April 15	FEDERAL AND STATE INCOME TAXES DUE.		

WEEK BEGINNING SUNDAY, APRIL 16, 1961

Sunday April 16 1:00 P.M. Brunch	SPRING-SUMMER FASHIONS DURING BRUNCH Fashions by Larry Aldrich. Hats--Irene. Shoes--Fiorentina. Coiffures-- Tony Migliaro. Reservations--\$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, MU. 9-8542.	LARRY ALDRICH, INC. (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Beginning Monday April 17	FALL TRANSITION DRESS COLLECTION Gross Sidney's Fall transition dress collection of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes at continuous daily showings. Contact: George Rappaport, CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Monday April 17- April 22	THE NEW YORK ANTIQUES FAIR Exhibitors from the East and Midwest will display antique fashions and furnishings, with emphasis on "White House Antiques" circa 1802. Hours: 1:00 - 11:00 P.M.; Sat., 1:00 - 6:00 P.M. Admission \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 18	MACY'S RELEASE DATE--"By The Sea" Fashions (No Show).		
Tuesday April 18 9:00 A.M. Breakfast	PRESS PREVIEW: SEVENTH PANORAMA EXHIBIT "A Primer of Design"--home fashions guide for brides and "young marrieds." Sixteen coordinated schemes for furnishing a four-room apartment will be exhibited; also seven room settings designed by members of the Ameri- can Institute of Decorators. Preview by invitation. Open to public, beginning April 18 at 10:30 A.M. Contact: Charlotte Byrum, MU. 8-5200.	NATIONAL DESIGN CENTER	415 EAST 53RD STREET MAIN FLOOR
Tuesday April 18 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER FURS Showing for press of Summer furs, designed in Paris exclusively for Gunther Jaeckel. By invitation. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	GUNTHER JAECKEL SALON 10 EAST 57TH STREET
Tuesday April 18 5:00 P.M. Cocktails	CHILDREN'S COORDINATED COATS AND DRESSES Preview of children's Fall coats and dresses, designed by Helen Lee. For press and buyers, by invitation. Publ.: Eleanor Lambert, MU. 8-2130.	HELEN LEE (1333 BROADWAY)	HOTEL PIERRE BALLROOM
Beginning Tuesday April 18	FALL TRANSITION JUNIOR FASHIONS Junior cotton Fall transition dresses and separates by Lanz at informal daily showings. By reservation. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Wednesday April 19 10:00 A.M. Coffee	PREVIEW: SUMMER BEACHWEAR COLLECTION Preview of Gimbels' Summer beachwear. For the press, by invitation. (Release date, Wed., April 26). Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	4TH FLOOR BRIDAL SALON
Wednesday April 19 11:00 A.M.; 2:30 P.M.	TRANSITION AND BACK- TO-SCHOOL COLLECTIONS Fall transition and back-to-school collections of color-coordinated separates. By invitation. Contact: Marianne Cruze, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday April 19 4:00 P.M.	PREVIEW: GEORGE MAURER FALL BRIDAL FASHIONS Abraham & Straus will present the George Maurer bridal collection for Fall and Winter. For the press, by invitation. (Release date, Mon., April 24.) Public showing Sat., April 29 at 3:00 P.M. Tickets: \$1.00. Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	7TH FLOOR EXEC. CONFERENCE ROOM
Beginning Wednesday April 19	SHOWING OF ADVANCE FALL DRESSES Jerry Silverman's advance Fall dress collection at continuous daily showings. Contact: CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
April 20	BLACK, STARR & GORHAM RELEASE DATE--Preview table settings, April 13.		
April 21	OHRBACH'S RELEASE DATE--Fashions made in Hawaii for Ohrbach's (No Show).		
Friday April 21 1:00 P.M. Champagne	APRES SKI FASHIONS Ulla will preview apres ski high winter fashions, designed by Vicki Cooper. By invitation. Contact: Ceil Maurer, BR.9-9076.	ULLA	1384 BROADWAY SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday April 22 10:00 A.M.- 4:00 P.M.	BENEFIT TOUR: "HOW YOUNG DESIGNERS LIVE" A tour of young designers' homes, featuring N.S.I.D. professional members, for Student Scholarship Fund. Tickets: \$5.00. Contact: JU. 2-1421	NATIONAL SOCIETY OF INTERIOR DESIGNERS	157 WEST 57TH STREET
Sunday April 23 1:00 P.M. Brunch	SPRING-SUMMER FASHIONS DURING BRUNCH Spring and Summer collection by Rudolf, available at Saks Fifth Avenue. Shoes--Fiorentina. Coiffures--Tony Migliaro. Reservations--\$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	RUDOLF GOWNS (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
April 24	ABRAHAM & STRAUS RELEASE DATE--George Maurer Bridal Fashions. (See p.2)		
April 25	SAKS FIFTH AVENUE RELEASE DATE--Anne Fogarty Summer Fashions (No Show).		
April 26	GIMBELS' RELEASE DATE--Summer beachwear fashions. (See p. 2)		
Wednesday April 26 4:00 P.M. Cocktails	PREMIERE OF TANNEL PETITE MISSES KNITWEAR Preview of Ginsburg & Abelson's new division of Tanel, petite misses knit dresses. By invitation. Contact: CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	STORK CLUB 3 EAST 53RD STREET

Beginning Wednesday April 26	FALL OPENINGS IN CALIFORNIA April 26: Stanley Nelson. April 27: Benjamin-Hubert; Marion McCoy; Jean of California; Le Maire. April 28: Fashion West; Tabak; Adele; Janor. April 30: Maxwell Shieff; Yvonne; Jewel; Helga. May 1: Edith Small; Don Loper; Majorie Michael; Bettina; Marusia; Howard Greer-Bruce MacIntosh; Cahill; Irene; Helen Rose; Adele; Paul Apostle; John Roberts; Ted Small. May 2: Peggy Hunt; Nadler; Charles Cooper; Travilla; Ernest Newman; Werle; Georgia Bullock. May 3: Elis Porter; H. Charles; Pat Premo; Louis Margliano; Andre D'Aulan; Paul Whitney; Dorothy O'Hara; Bud Kilpatrick. May 4: Lee Herman; Syano; Miss Cindy; Mr. Blackwell. May 5: Fashion Group; Sir James; Georgette Trilere. Contact: Barbara L. Trister, 819 Santee Street, Los Angeles.	LOS ANGELES FASHION GUILD	LOS ANGELES, CALIFORNIA
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Thursday April 27 12:30 P.M. Luncheon	CUSTOM ORIGINALS AND READY-TO-WEAR Custom originals and ready-to-wear fashions. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Commen- tator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ELIZABETH LAWRENCE (17 WEST 57TH STREET)	HOTEL PLAZA PERSIAN ROOM
Friday April 28 8:30 P.M.	THIRD ANNUAL EMBASSY BALL Italy will be honored at this year's Embassy Ball. Proceeds, under- written by Fiat, Snia Viscosa, Vespa and three American firms will be divided between the Children's Asthma Research Institute of Denver and Professor Cocchi's Ospedalino Meyer for Children of Florence, Italy. Price--\$75.00 per person. Contact: Miss Vine Phoenix at Embassy Foundation, PL. 7-8187. Publicity: Rasponi Assoc., TE. 8-8171.	EMBASSY FOUNDATION (171 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 2 8:30 A.M. Breakfast	"BONDA KNIT" - CLINIC AND FASHION SHOW "Hitch Your Fashion Star To Abaco's Bonda Knit Orbit"--fashion show and progress report on laminated knits in men's, women's and children's apparel. Show at 9:00 A.M. For press, retail buyers and merchandisers. By invitation. Contact: Polly Guerin, LO. 4-9550.	ABACO FABRICS, INC. (450 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 2 9:45 A.M. Coffee	PRESS PREVIEW: FASHIONS FOR THE FULLER FIGURE Lane Bryant will present their Summer collection of fashions for the fuller figure. By invitation. Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT	10TH FLOOR
Tuesday May 2 2:15 P.M.	CALIFORNIA SHOWING: FALL-WINTER COLLECTION Fall-Winter collection, introducing the William Sarris dress group. By invitation. Contact in California: OL. 2-0723 or OL. 5-9358.	TRAVILLA (853 N. LA CIENEGA)	BEVERLY HILLS HOTEL LOS ANGELES, CALIFORNIA
Wednesday May 3- May 13	FIFTH ANNUAL WORLD TRADE FAIR More than 300 exhibits, with products and raw materials from over 60 countries; also women's fashions. Press Preview, Tues., May 2 from 2:00 P.M. - 5:00 P.M. Tickets: \$1.50 (adults); 75¢ (children). Publicity: David Jacobson at United Public Relations, PL. 1-3950.	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
Thursday May 4 3:30 P.M. Champagne	NINTH ANNUAL COTTON FASHION AWARD The Cotton Fashion Award will be presented to Donald Brooks by Mayor Robert F. Wagner. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
Friday May 5 3:00 P.M.	SPRING AND SUMMER FASHION SHOW Theme: "Making the Scene at 7th Avenue"--Spring and Summer fashions from Stern's modeled, coordinated and commentated by students of the Laboratory Inst. of Merchandising senior class. By invitation. Contact: Mrs. Bessie Wing, PL. 2-1530.	LABORATORY INST. OF FASHION MERCHANDISING	WALDORF-ASTORIA SERT ROOM
Monday May 8 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: "COLOR FROM THE OUTSIDE IN" Preview of under-fashions by leading manufacturers of lingerie, foundation garments and negligees, color-coordinated with ready-to-wear. Show at 4:30 P.M. By invitation. Contact: Kay Rickman, OX. 5-1000.	J. P. STEVENS CO. (1460 BROADWAY)	SHERATON-EAST HOTEL BALLROOM
Wednesday May 10 12:30 P.M. Luncheon	"FASHION SHOW OF THE MONTH" AT LUNCHEON Herbert Sondheim's Spring-Summer collection, designed by Sara Ripault, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Herbert Sondheim Publicity: Barbara Kling, PL. 3-1709. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.	HERBERT SONDHEIM, INC. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Wednesday May 10 7:00 P.M. Cocktails; Dinner	GALA DINNER DANCE "An Evening With Fragrance"--Gala dinner dance sponsored by The Fragrance Foundation, in conjunction with the Toilet Goods Association convention. Tickets: \$25.00. Contact: Helen Nash Associates, PL. 9-5980.	THE FRAGRANCE FOUNDATION, INC.	WALDORF-ASTORIA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 11 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON Showing of Jerry Gilden's Spring-Summer collection, available at B. Altman. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JERRY GILDEN, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday May 11 2:30 P.M.	ANNUAL FASHION SHOW-- DESIGNS BY STUDENTS Sixty-fifth anniversary celebration and annual presentation by students. Afternoon show, 2:30 P.M.--Tickets: \$2.00. Evening show, 8:30 P.M. -- Tickets: \$3.00 (general admission); \$5.00 (reserved). Contact: Alvin Appel, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
Friday May 12 12:00 Noon Luncheon	CHILDREN'S FASHIONS AT LUNCHEON MEETING Co-Chairmen: Jane Benford and Angelica Cannon. (<u>More details and prices later.</u>) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Sunday May 14	MOTHER'S DAY. Theme: "For The World's Best Mom." Contact: Rose Lee Mendelsohn, 129 West 30th Street, LO. 5-4700.		
Monday May 15 10:30 A.M.	PREVIEW OF FALL COLLECTION Herbert Sondheim's Fall collection designed by Sara Ripault. By invitation. Daily except Friday, through May 25. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, PL. 3-1709.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday May 15 10:30 A.M.	OPENING OF FALL COLLECTION Showing at 10:30 A.M., May 15, 17, June 6, 7, 9, 13, 14, 16. By appointment. Contact: WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday May 15 1:00 P.M. Champagne	PREVIEW: BACK-TO- SCHOOL FASHIONS Showing of back-to-school fashions, designed by Vicki Cooper. By invitation. Contact: Ceil Maurer, BR. 9-9076.	ULLA	1384 BROADWAY SHOWROOM - 18TH FLOOR
Monday May 15 1:15 P.M.	PREVIEW OF FALL DRESS COLLECTION Sylvia Kaplan's Fall dresses and ensembles for daytime and late-day wear. By invitation. Showings thereafter May 18, 22, 24, 31, June 5, 7, 13 at 1:15 P.M. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday May 15 2:30 P.M.	OPENING OF FALL COLLECTION Trade showings, May 15, 16, 23, 25, June 1, 6, 7, 8, at 2:30 P.M. By reservation. (<u>Press Preview Thurs., May 18 at 3:00 P.M.</u>) By invitation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday May 15 4:00 P.M.	OPENING OF FALL COLLECTION Rosalie Macrini's Fall collection May 15, 23, June 6 at 4:00 P.M. By appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 15 5:00 P.M. Cocktails	PREVIEW: FALL FASHIONS IN U.S. ROYAL FABRICS Leading manufacturers' designs of women's, children's and men's wear in U.S. Royal Fabrics. Showing at 6:00 P.M., for press and buyers. By invitation. Publicity: Shirley Merzon at Robert Kane Advertising, MU. 3-8184. Fashion Director & Commentator: Mia Grau, PL. 5-1127.	U.S. RUBBER CO.- TEXTILE DIVISION	SAVOY HILTON HOTEL GOLD ROOM
May 15	SHOWING OF LONDON READY-TO-WEAR COLLECTIONS--IN LONDON.		
Tuesday May 16 9:00 A.M. Breakfast	ANNUAL SUB-TEEN FASHION MERCHANDISING CLINIC Complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade press and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC B'WAY & 34TH STREET
Tuesday May 16 10:30 A.M.	OPENING OF FALL COLLECTION Showings at 10:30 A.M., May 16, 24, June 6, 7, 8. By appointment. Press showing, Mon., May 22 at 4:00 P.M. By invitation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 16 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS Showing of Nelly de Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Tuesday May 16 12:00 Noon	OPENING OF FALL COLLECTION Showings May 16, 23, 25, June 2, 5, 6, 7, 8, at 12:00 Noon. By appointment. (Press Preview, Thurs., June 1 at 4:00 P.M.) By invitation. Contact: Ruth McLaughlin, IO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 16 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Fall dress collection. By invitation. Trade showings, May 17, 18, 23, 24, 25, 31, June 1 at 1:00 P.M. Contact: Miss Lee Lerner, IO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 16 1:15 P.M.	OPENING OF SUMMER COLLECTION Showings May 16, 17, 18 at 1:15 P.M. Contact: Lucille Gordon, IO. 5-2727.	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 17 8:45 A.M. Breakfast	CRESLAN FEATURED IN RAINWEAR AND OUTERWEAR American Cyanamid will sponsor a preview of misses and junior rainwear and outerwear for Fall, manufactured by March & Mendl; P.R.L. All-Weather, featuring Sherpa pile of 100% Creslan acrylic fiber. By invitation. Continuous daily thereafter at showrooms, 512 Seventh Avenue. Contact: Marion Cook, LA. 4-7942.	MARCH & MENDL; P.R.L. ALL-WEATHER	500 CLUB 500 SEVENTH AVENUE
Wednesday May 17 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30 P.M., May 17, 23, June 1, 6. By invitation. Contact: Joanne Jaap or Muriel Morris, IO. 4-9220.	CHRISTIAN DIOR- NEW YORK INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 18 8:45 A.M. Breakfast	"YOUNG FASHIONS FOR FALL 1961" Fall fashions for toddlers, girls, pre-teens and boys. By invitation. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM
Thursday May 18 1:00 P.M.	OPENING OF FALL DRESS COLLECTION Junior dresses, designed by Anne Klein, Tues., Wed., Thurs., at 1:00 P.M. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday May 18 2:30 P.M.	SHOWING OF FALL COLLECTION Showings at 2:30, May 18, 23, June 1, 6, 7, 8. <u>May 19 at 9:30 A.M., breakfast.</u> By invitation.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR <u>Press Preview Fri.,</u> Contact: PE. 6-6983.
May 18	MAURICE RENTNER PRESS PREVIEW OF FALL COLLECTION AT 3:00 P.M. (See p.5)		
Thursday May 18 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR Fall collection of shirts, skirts, separates, pants, and knits. For press and buyers, by invitation. Contact: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
May 18	SHOWING OF PARIS READY-TO-WEAR COLLECTIONS--IN PARIS (May 18 - May 29).		
May 19	ELIZABETH ARDEN'S RELEASE DATE--Summer hair styles. (No Show.)		
May 19	BRANELL PRESS PREVIEW OF FALL COLLECTION AT 9:30 A.M.-breakfast(See above)		
May 22	JANE DERBY'S PRESS PREVIEW OF FALL COLLECTION AT 4:00 P.M. (See p.6)		
Tuesday May 23 10:00 A.M.	OPENING OF FALL COLLECTION Showings at 10:00 A.M., May 23, 24, 25, 31, June 1, 6, 7. By invitation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 23 10:30 A.M.	OPENING OF FALL COLLECTION Gross Sidney's Fall collection of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes, daily at 10:30 A.M., except Friday, until June 22. Contact: George Rappaport, CH. 4-3558.	GROSS-SIDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 23 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Showings thereafter May 25, June 1, 6, 8, 13 at 10:00 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 23 11:30 A.M.	PREVIEW OF DRESSES FOR PRESS AND BUYERS Preview of Fall dresses, by invitation. <u>Trade showings at 11:30 A.M.,</u> May 24, 25, 31, June 1, 6, 7, 8. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 23 2:30 P.M.	PREVIEW FOR PRESS AND BUYERS By invitation. Only formal showing. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 23	OPENING: FUR-LINED COATS AND SUITS Style Trends will present their Fall-Winter collection of fur-trimmed and fur-lined coats and suits in misses sizes, Customites and Petite Customites, designed by Betti Belmont. By appointment. Contact: Miss Lee, LO. 5-4632. Publicity: Florence Judson, MU. 4-7350.	STYLE TRENDS	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 24 10:00 A.M.	PREVIEW OF FALL DRESS COLLECTION Preview showing for press and buyers. By invitation. Trade showings at 10:00 A.M., May 25, 31, June 1. Publicity: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 24 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Arthur Jablow's Fall-Winter collection of coats, suits and ensembles, designed by David Kidd. By invitation. Thereafter, May 26, 29, 31, June 6, 8 at 11:30 A.M. By appointment. Contact: LA. 4-3404. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7874.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 24 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Robert Sloan will present his Fall collection of sportswear and separates, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday May 25 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Fall coat and suit collection designed by Molly. By invitation. Thereafter June 1, 5, 7, 12, 14 at 10:00 A.M., by appointment. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Thursday May 25 3:15 P.M. Cocktails	"BREAKFAST IN THE AFTERNOON" PREVIEW Special afternoon performance for N.Y. retailers, press and trade. By invitation and ticket only. Contact: Julie Buddy, fashion director, OX. 5-1200. Breakfast at 7:30 A.M. for out-of-town retailers on May 23, 24, 25, 31, June 1, 2, 5, 6, 7, 8, 9, 12, 13, 14, 15. Ticket contact: Florence Covino, OX. 5-1200.	MILLIKEN WOLLENS, INC.	HOTEL ASTOR GRAND BALLROOM
May 30	MEMORIAL DAY (Tuesday) -- Legal Holiday.		
Wednesday May 31 11:00 A.M.	PRESS PREVIEW: FALL READY-TO-WEAR American-made collection, press preview at 11:00 A.M.; buyer preview at 5:00 P.M. By invitation. Thereafter, trade at 10:00 A.M. June 1, 6, 7, 8, 13, 14. Contact: Leonard Gerber, TE. 8-0750.	BOB BUGNAND, INC.	19 EAST 62ND STREET SALON
Wednesday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--the new collection, showing at 12:00 Noon, May 31, June 1, 6, 7, 8, 13, 14, 15, followed by luncheon. By invitation. Contact: Helen Gold, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Wednesday May 31 2:00 P.M.	OPENING OF FALL COAT COLLECTION By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 31 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of Fall coats and suits. By invitation. Showing at 11:30 A.M. June 1, 5, 7, 9, 13, 15. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Wednesday May 31 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection. By invitation. Trade showings at 12:00 Noon beginning June 1 and Tues., Wed., Thurs. thereafter. By appointment. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday June 1 9:30 A.M.	OPENING: FALL COATS AND SUITS Showings June 1, 6, 7, 8, 13, 14, 15 at 9:30 A.M. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday June 1 12:00 Noon	OPENING: MOLLIE PARNIS FALL COLLECTION Showings at 12:00 Noon, June 1, 2, 6, 7, 8. By invitation. Contact: Lou Scobell, BR. 9-5012.	PARNIS-LIVINGSTON	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 1 2:00 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Quality Furs will present their Fall-Winter fur collection. For press and buyers, by invitation. Thereafter by appointment. Contact: Herman Suskind, CH. 4-7551.	QUALITY FURS, INC.	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday June 1 2:30 P.M.	OPENING OF FALL COLLECTION Showings June 1, 6, 9, 13, 15, 22 at 2:30; and June 22 at 10:30 A.M. By invitation. Contact: Estle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
June 1	ESTEVEZ PRESS PREVIEW OF FALL COLLECTION AT 4:00 P.M. (See p.6)		
Friday June 2 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Showings June 2, 6, 8, 14 at 10:30 A.M. By appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Friday June 2 11:00 A.M.	OPENING OF FALL COLLECTION Showings June 2, 6, 7, 12 at 11:00 A.M. By invitation. Contact: Anita Hoffman, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 2 12:00 P.M. Luncheon	PRESS PREVIEW OF FALL FASHIONS Late day, cocktail and formal fashions to press and buyers. By invitation. Trade showings at 12:00 Noon (luncheon) June 5 - 9, 12 - 16, 19, 20. By reservation. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 5 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press preview of Sarimi's Fall collection. Buyers' preview at 4:00 P.M. By invitation. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 5 12:30 P.M. Luncheon	TWENTY-SIXTH ANNUAL COLLEGE CLINIC Back-to-school fashions from Mademoiselle's August college issue. Cock- tails at 11:30; luncheon at 12:30. Showing at 1:30 P.M. Tickets: \$10.00, by invitation only. (Special buses from Metropolitan Opera House. Contact: Alice Enke, PL. 9-2080.	MADemoisELLE MAGAZINE (575 MADISON AVENUE)	HOTEL COMMODORE GRAND BALLROOM
Monday June 5 1:00 P.M.	OPENING OF FALL COLLECTION Showing at 1:00 P.M., June 5, 6, 7, 12, 13, 14, 20. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday June 5 2:30 P.M.	PREMIERE SHOWING OF FALL-WINTER FURS Introducing the Fall-Winter fur designs by Mirka, created for Couture Furs. For press and buyers, by invitation. Publicity: Terry Seymour, 16 West 55th Street, PL. 7-9170.	COUTURE FURS, INC.	345 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday June 5 3:00 P.M.	FALL PREVIEW OF JUNIOR FASHIONS Fall collection at 3:00 P.M. Continuous thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday June 5	OPENING OF FALL DRESS COLLECTION Continuous showings of Fall dresses and costumes, June 5 through June 16, 10:30 A.M. to 3:30 P.M. Contact: David Rubinstein, CH. 4-3872.	RONA DRESSES, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR
Beginning Monday June 5	OPENING: FALL-WINTER JEWELRY COLLECTION Showing of Napier fashion jewelry and boutique gift collection for Fall and Winter. Publicity: Kathleen Mundin, YU. 6-6633.	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 6 11:00 A.M.	PRESS PREVIEW: FALL & WINTER FUR COLLECTION Preview of the Revillon Wholesale Fall and Winter fur collection. By invitation only. Thereafter by appointment. Publicity: Bill Paige, 11 West 57th Street, PL. 9-5504.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 6 12:00 Noon	OPENING OF FALL JUNIOR COLLECTION Junior dresses and separates June 6, 7, 8, 13, 14, 15 at 12:00 Noon. By reservation. - Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday June 6 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing, Wed., June 7 at 10:00 A.M. Thereafter by appointment. Contact: CH. 4-8685. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 6 4:00 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION Dan Keller will present his Fall collection of casual dresses and en- sembles. For press and buyers, by invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, 110 West 51st St., LT. 1-3260.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 7 11:00 A.M.	PRESS PREVIEW: FALL WINTER FUR COLLECTION The James Terence Brady Fall-Winter fur collection, designed for Fantasia, followed by cocktails and luncheon. By invitation. Contact: LA. 4-0330. Publicity: Ruth Hammer Assoc., 2 W. 59, EL. 5-7872.	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 7 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of furs. By invitation. Contact: Louis Brown, AL. 5-3035.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 7 4:00 P.M.	PREVIEW OF FALL COUTURE FASHIONS Mary Black's Fall couture collection. For press and buyers, by invitation. Thereafter by appointment. Contact: Dorothy Smith, PL. 8-2014.	MARY BLACK, INC.	41 WEST 57TH STREET SHOWROOM - 8TH FLOOR
Wednesday June 7 5:00 P.M. Cocktails	FLAIR FASHION SHOW Reception and fashion show to present new Flair fragrance line and Flair-inspired fashions. For merchandise managers, fashion coordinators, cosmetic buyers and press. By invitation. Contact: Mary Chandler, CI. 7-6422; or Florence Losefski, PL. 7-5700.	YARDLEY OF LONDON	HOTEL PIERRE GRAND BALLROOM
Wednesday June 7 8:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview for press of Scaasi's Fall collection. By invitation. Contact: Pearl Newman, CI. 6-8226.	SCAASI	26 WEST 56TH STREET SALON
Thursday June 8 10:30 A.M.	PREVIEW: FUR FASHIONS BY CONSTANTINO Fall-Winter fur fashions, designed by Constantino. Fashion Director and Commentator: Mia Grau. By invitation. Contact: PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday June 8 3:00 P.M.	PREVIEW: READY-TO- WEAR FUR COLLECTION Press preview of Ritter's ready-to-wear fur collection, followed by cocktails. By invitation. Thereafter at 10:30 and 2:30 at showroom, 14th floor, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH STREET)	SHERRY NETHERLAND HOTEL CRYSTAL PAVILION
Thursday June 8 3:30 P.M. Champagne	PREVIEW OF FALL DRESS COLLECTION Dorothy Dickerson will present her Fall dress collection. Showing at 4:15 P.M. By invitation. Thereafter by appointment. Contact: Helene Schembs, EL. 5-0989.	DOROTHY DICKERSON	19 WEST 57TH STREET SALON - 6TH FLOOR
Thursday June 8 4:00 P.M. Cocktails	PREMIERE SHOWING OF JUNIOR FASHIONS First showing by Junior Forum, presenting their Fall collection of junior dresses and ensembles. By invitation. Thereafter in showroom. Contact: Shelly Lebow, LA. 4-9923.	JUNIOR FORUM, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday June 8 5:15 P.M. Champagne	OPENING OF FALL COLLECTION Showing of daytime and evening Fall collection, designed by Angela. By appointment. Contact: Miss Rae, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR

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